(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
28 February 2002 (28.02.2002)

PCT

(10) International Publication Number
WO 02/17090 A1

(51) International Patent Classification[7]: G06F 13/00

(21) International Application Number: PCT/US01/26330

(22) International Filing Date: 23 August 2001 (23.08.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/227,308 24 August 2000 (24.08.2000) US

(71) Applicant *(for TJ only)*: **FRIEDMAN, Mark, M.** [US/IL]; 1 Alharizi St., 43406 Raanana (IL).

(71) Applicant and
(72) Inventor: **GIL, Jacob** [IL/IL]; 3 Busel St., 49323 Petach Tikva (IL).

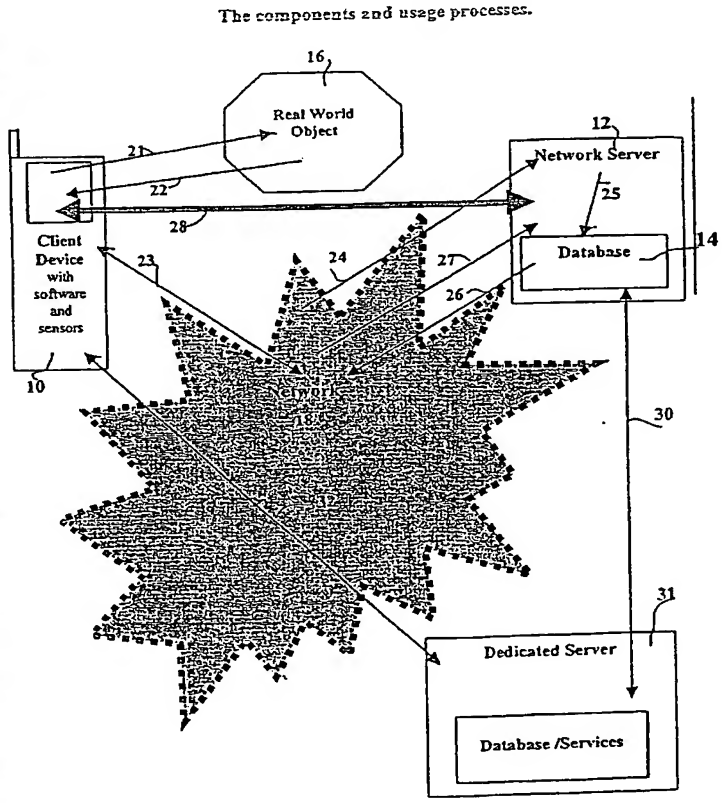
(74) Common Representative: **FRIEDMAN, Mark, M.**; c/o Castorina, Anthony, 2001 Jefferson Davis Highway, Suite 207, Arlington, VA 22201 (US).

(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: A METHOD AND SYSTEM FOR AUTOMATICALLY CONNECTING REAL-WORLD ENTITIES DIRECTLY TO CORRESPONDING NETWORK-BASED DATA SOURCES OR SERVICES



(57) Abstract: A system and method for enabling the use of real-world objects (16), data segments or information segments as direct links to network based information, knowledge, services and data sources. The system comprises a communications device (10) with an input mechanism for capturing data from a real world object (16), connecting the device (10) to a network server (12) in order to search for a related online source for the object, transferring the information to the device (10), or providing the service to the device or the user. Alternatively, the present invention enables connecting the real world object (16) data to an online link, or initiate a predefined action, either automatically or manually.

WO 02/17090 A1

Published:
— *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.